



### Consultations and practical trainings for small business of Lviv

<b>Country name:</b>		Ukraine
<b>Region:</b>		Lviv
<b>City :</b>		Lviv
<b>Public organisation responsible for the initiative</b>	<b>National language</b>	Центр підтримки підприємництва Львівської міської ради (ЦПП ЛМР)
	<b>English</b>	Support Center for Entrepreneurship of Lviv City Council
<b>Department (if any)</b>		-
<b>Address:</b>		Rynok sq.1, Lviv, Ukraine, 79008
<b>Webpage:</b>		<a href="https://city-adm.lviv.ua/lmr/tsentr-pidtrymky-pidpryemnytstva">https://city-adm.lviv.ua/lmr/tsentr-pidtrymky-pidpryemnytstva</a> <a href="https://www.facebook.com/cpp.lviv/">https://www.facebook.com/cpp.lviv/</a>

#### Initiative description

<b>Title:</b>	Consultations and practical trainings for small business of Lviv
<b>Features of group/s of beneficiaries</b>	<ul style="list-style-type: none"> <li>representatives of small business in Lviv, special attention is paid to women, youth, and people who want to start a business</li> </ul>
<b>Initiative / tool objective</b>	<ul style="list-style-type: none"> <li>providing free qualified consultations for entrepreneurs and all other interested in business support programs, one-time assistance and business promotion via the Internet, etc.</li> <li>stimulation of entrepreneurial activity in the city, an increase of competitiveness of small and medium enterprises of Lviv, development of local producers</li> <li>creation of new businesses due to wider involvement of young people and women</li> </ul>

<p><b>Steps / phases / stages of tool / initiative implementation and its activities description</b></p>	<p><b><u>Stage 1. Defining the main target group of partners of the centre</u></b></p> <p>Since the beginning of the Covid-19 pandemic, the Centre has expanded its cooperation with business support organizations and educational institutions in the city of Lviv.</p> <p>On July 8, 2020, the city signed a Memorandum of Understanding and Partnership between the Fund for Entrepreneurship Development, the Office for Small and Medium Business Development, and seven partner banks (JSC Oschadbank, JSB UkrGasbank, JSC Ukreximbank, JSC CB Privatbank). JSC "Kredobank", JSC JSCB "Lviv" and JSC "Raiffeisen Bank Aval" in the framework of the Program "Affordable Loans 5-7-9%". The Fund for Entrepreneurship Development (FED) oversees monitoring the implementation of the program in Ukraine to facilitate the access of micro and small businesses to bank lending. Therefore, the Memorandum provides for broad cooperation and coordination of actions in the implementation of existing and search for potential mechanisms to assist business entities, exchange information, and conduct an information campaign on financial support programs for economic entities.</p> <p><b><u>Stage 2. Organization of trainings and consultations</u></b></p> <p>In the fall of 2020, the Support Centre for Entrepreneurship of the Lviv City Council began conducting a series of consultations, trainings, and practical trainings for small businesses in Lviv on state financial support under Covid-19. A hotline 103 "Ambulance for Business" was set up, which received more than 1,000 calls during the Lockdown period.</p> <p>Webinars were held with the participation of well-known business coaches and experts:</p> <ul style="list-style-type: none"> <li>• Strategy and crisis management (Pavlo Sheremeta)</li> <li>• How to organize effective remote work in the company (Orest Zub)</li> <li>• Features of service of the employment centre during quarantine (Oleg Risny)</li> <li>• Difficult questions about what to do for business (Vardkes Arzumanyan)</li> <li>• Lviv City Council and business. Cooperation and mutual assistance in quarantine (Serhiy Kiral)</li> <li>• How to keep the fighting spirit and not to give up (Anna Petrova)</li> <li>• Legal protection of business (Natalia Anokhina)</li> <li>• Details about the SME support program. Entrepreneurs Hotline (Victoria Dovzhik)</li> <li>• Quarantine agreement (Vladimir Pitsykevych)</li> <li>• Services from the city online (Valentina Bartoshik)</li> </ul> <p>The main topic of legal advice:</p> <ul style="list-style-type: none"> <li>• "On measures to support business entities for the period of quarantine" (DEC) from 27.03.2020 № 287</li> </ul>
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	<ul style="list-style-type: none"> <li>• "On amendments to the decision of the Executive Committee dated 27.03.2020 №287" DEC dated 13.04.2020 № 335</li> <li>• "On measures to support business entities for the period of quarantine" decision of the city council from 28.04.2020 № 6464</li> <li>• "On amendments to the decision of the city council of 15.12.2011 №1010" On approval of the rates of the single tax for natural persons-entrepreneurs engaged in economic activity "decision of the city council of 28.04.2020 № 6465</li> <li>• "On amendments to the decision of the city council from 04.04.2019 № 4790" On approval of the Regulations on reimbursement of business entities from the city budget of Lviv part of the interest on loans "decision of the city council from 28.04.2020 № 6466</li> </ul> <p><b><u>Stage 3. Development of small business support tools in Lviv</u></b></p> <p>Creating an online platform for the promotion of Lviv producers in social media: Facebook and Instagram were the most popular among stakeholders</p> <p>Launch of the project "Social enterprises of Lviv" - Videos and promotional articles were shot for social enterprises. The creation of a cluster of social enterprises has begun.</p> <p>Considering the experience of the centre, proposals for activities under the Lviv Entrepreneurship Program in 2021 have been prepared.</p>
Expected result(s)	<p><u>Initiative / tool organisation dimension (what kind of added-value the initiative / tool brings for the implementing organization?):</u></p> <ul style="list-style-type: none"> <li>• adaptation of Lviv entrepreneurs to the condition of doing business in new pandemic conditions</li> <li>• increasing the competitiveness of small and medium-sized enterprises in Lviv in the post-covid economy</li> <li>• increasing the number of entrepreneurs among women and youth</li> </ul> <p><u>Beneficiaries dimension (what kind of added-value the initiative / tool brings for the Target Group members?):</u></p> <ul style="list-style-type: none"> <li>• obtaining useful information about opportunities for small and medium-sized businesses</li> <li>• more efficient use of available state financial support for SMEs</li> <li>• expertise and experience in modern methods of doing business and overcoming risks</li> </ul>

#### Transferability

Transferability to other countries (to be assessed by all Project Partners)	<ul style="list-style-type: none"> <li>• High – the initiative / tool can be transferred without the fulfilment of demanding requirements by adopting organization</li> </ul>
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<b>Transferability on country of origin level (to be assessed by all Partner from specific country)</b>	<ul style="list-style-type: none"> <li>High – the initiative / tool can be transferred without the fulfilment of demanding requirements by adopting organization</li> </ul>
<b>Necessary resources</b>	<p>Technical infrastructure:</p> <ul style="list-style-type: none"> <li>Offices: <ul style="list-style-type: none"> <li>Basic office infrastructure</li> </ul> </li> <li>Technology: <ul style="list-style-type: none"> <li>Electronic system / Register of leased municipal property</li> <li>Basic ICT infrastructure (telephone, printer, e-mail, computer, internet connection)</li> </ul> </li> </ul>
	<p>Knowledge:</p> <ul style="list-style-type: none"> <li>Competencies of members of implementing team: <ul style="list-style-type: none"> <li>Ability to compromise with different participants in business processes</li> <li>Ability to involve representatives of other state and local public institutions in business support activities</li> </ul> </li> <li>Procedures: <ul style="list-style-type: none"> <li>Template of the necessary documents.</li> <li>Internal procedures related to agreements and public procedures.</li> </ul> </li> </ul>
	<p>Types (categories) of costs to be covered:</p> <ul style="list-style-type: none"> <li>Local budget expenses</li> </ul>
<b>Key success factors:</b>	<ul style="list-style-type: none"> <li>Effective cooperation of business, government, and public organizations</li> </ul>
<b>Key challenges:</b>	<ul style="list-style-type: none"> <li>Active participation of SME representatives in trainings, consultations, and programs of the Support Centre for Entrepreneurship of Lviv City Council. Development of business motivation to acquire new knowledge and skills</li> </ul>
<b>Impact on regional economy (general description)</b>	<ul style="list-style-type: none"> <li>Reducing the negative impact of COVID-19 on the local economy, saving jobs and local budget revenues from business activities</li> </ul>